

Recommendations

1. Expand Contact with Business People

Through enhanced cooperation with bilateral business associations, the Department can increase the promotion of its services and programs to the business community. Some 90 percent of the associations produce a newsletter or a Web site or both. Seventy percent publish their newsletters at least quarterly and 95 percent update their Web sites at least monthly. Almost all regularly hold events such as seminars to keep their members informed. The Department can offer to link its Web site to those of the associations and to provide content for their newsletters and information to share at their meetings or seminars.

2. Use DFAIT Communication Channels to Heighten Associations' Visibility

The bilateral business associations face a constant challenge to increase their membership and their visibility. The Department could help the associations raise their profile in the business community by:

- **A Web page linked to the Department's site**

A Web page³ linked to the Department's Web site, could list the bilateral business associations, including two-to-four-line profiles and links to each association Web site.

- **A new section in WIN Exports**

WIN Exports' current range of categories does not include a list of bilateral business associations. DFAIT could create a Bilateral Business Association Directory similar to the Aboriginal and women's business directories.

- **A Roadmap to Exporting: Guide to Government Services**

In "Roadmap to Exporting: Guide to Government Services" the Department should include the name "bilateral business associations"⁴. DFAIT could ensure that bilateral business associations with Web sites feature a link to an electronic version of the Roadmap.

- **The CanadExport newsletter**

Association profiles could be published in this newsletter.

³ A Web page, not a Web site.

⁴ This recommendation was implemented in October, 1999.